

FIG. 1

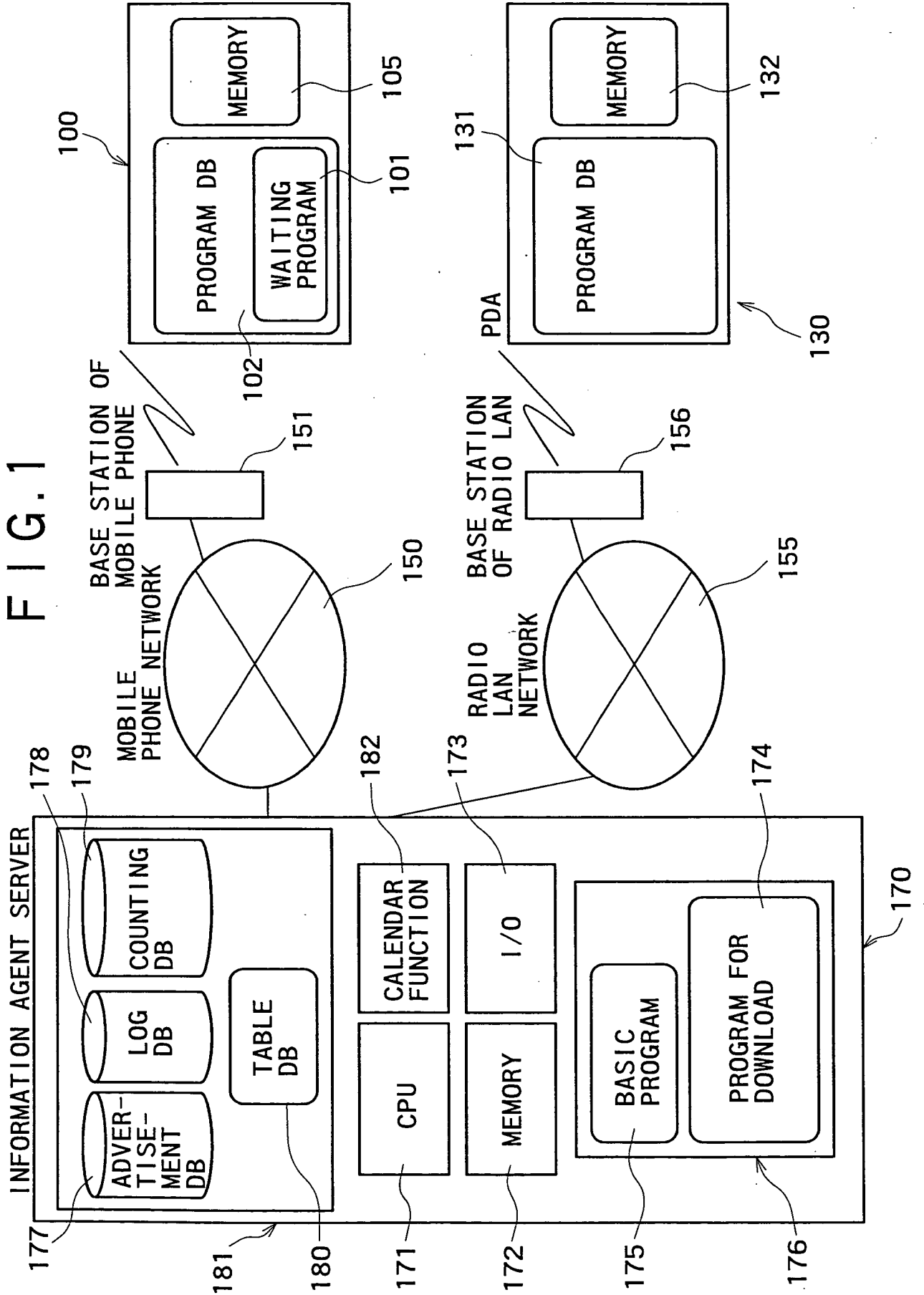
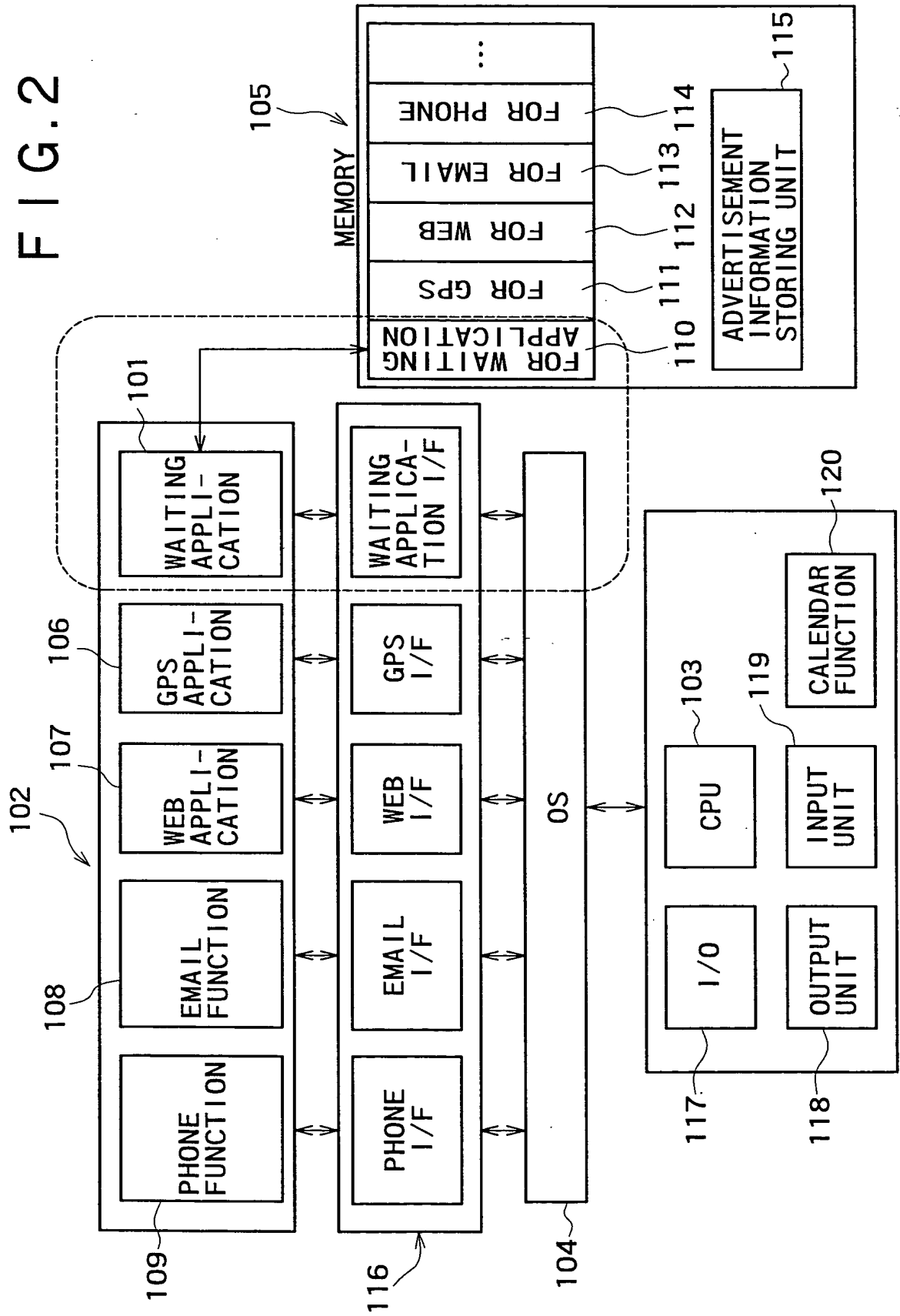


FIG. 2



# FIG. 3

MOBILE TERMINAL

INFORMATION AGENT SERVER

S300 TURN ON POWER SWITCH

S301 FIRST REGISTRATION?

UPON FIRST REGISTRATION

S305 MEMBER SHIPPING PROCEDURE FOR NON-MEMBER

S302 DISPLAY WAITING SCREEN

S303 ACCESS PORTAL SCREEN ON WEB (BY MEMBER BASIC INFORMATION)

S304 MEMBER?

\*REFER TO "MEMBER MANAGEMENT TABLE"

S306 DISTRIBUTE MAGAZINE NAME PER LATEST GENRE

PROCESSING FOR PURCHASE INFORMATION

S311 PURCHASE INFORMATION PROCESSING

S308 SETTING OF DISTRIBUTION OR PURCHASE INFORMATION PROCESSING?

S309 SET DISTRIBUTION CONTENTS (DISTRIBUTION TIME AND MAGAZINE NAME)

S310 \*REFER TO "TABLE FOR DISTRIBUTION TIME"

S313 DISTRIBUTION AND PROCESSING FOR LOG INFORMATION

S314 PROCESSING FOR COUNTING INFORMATION FOR ADVERTISER

S315

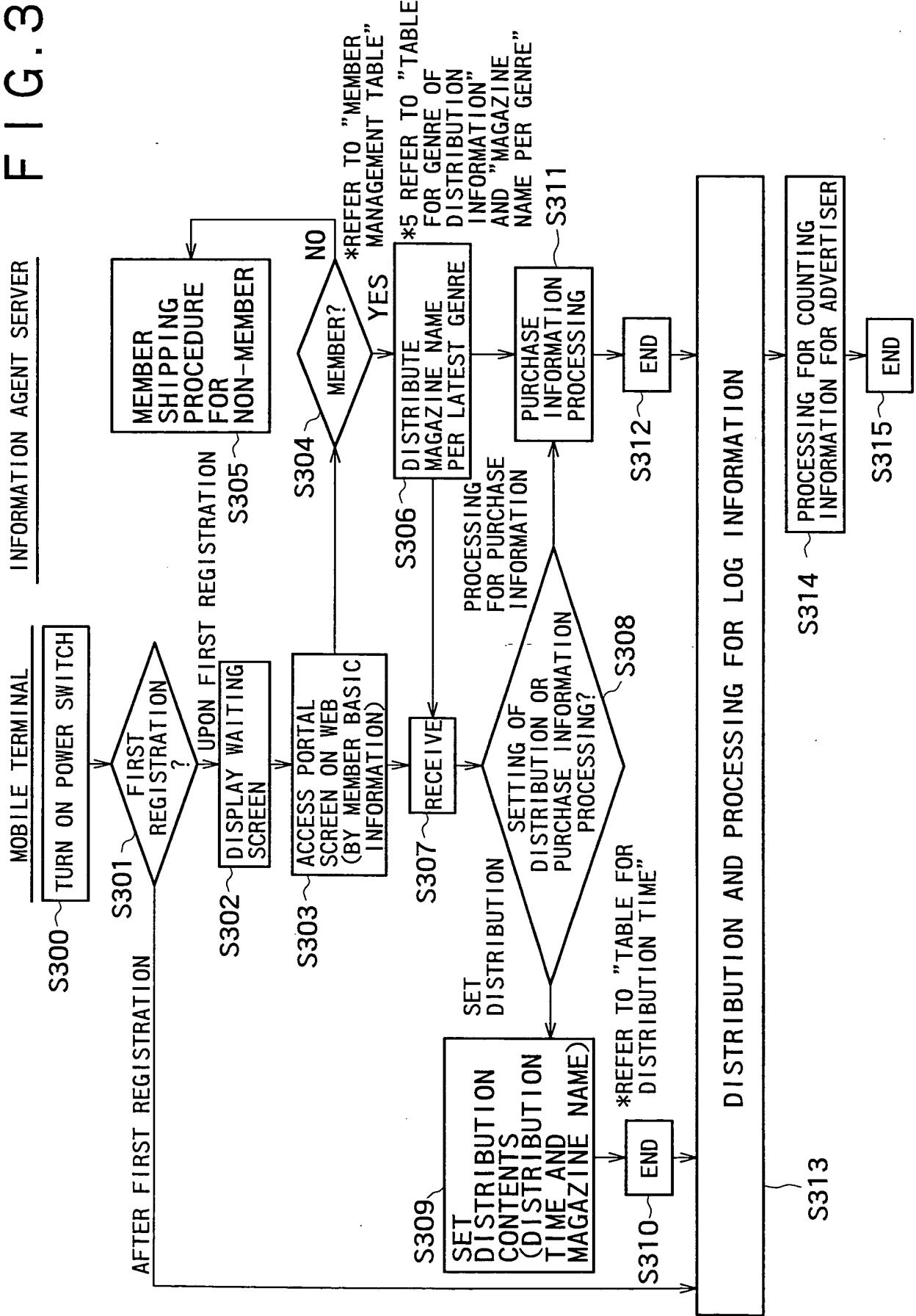
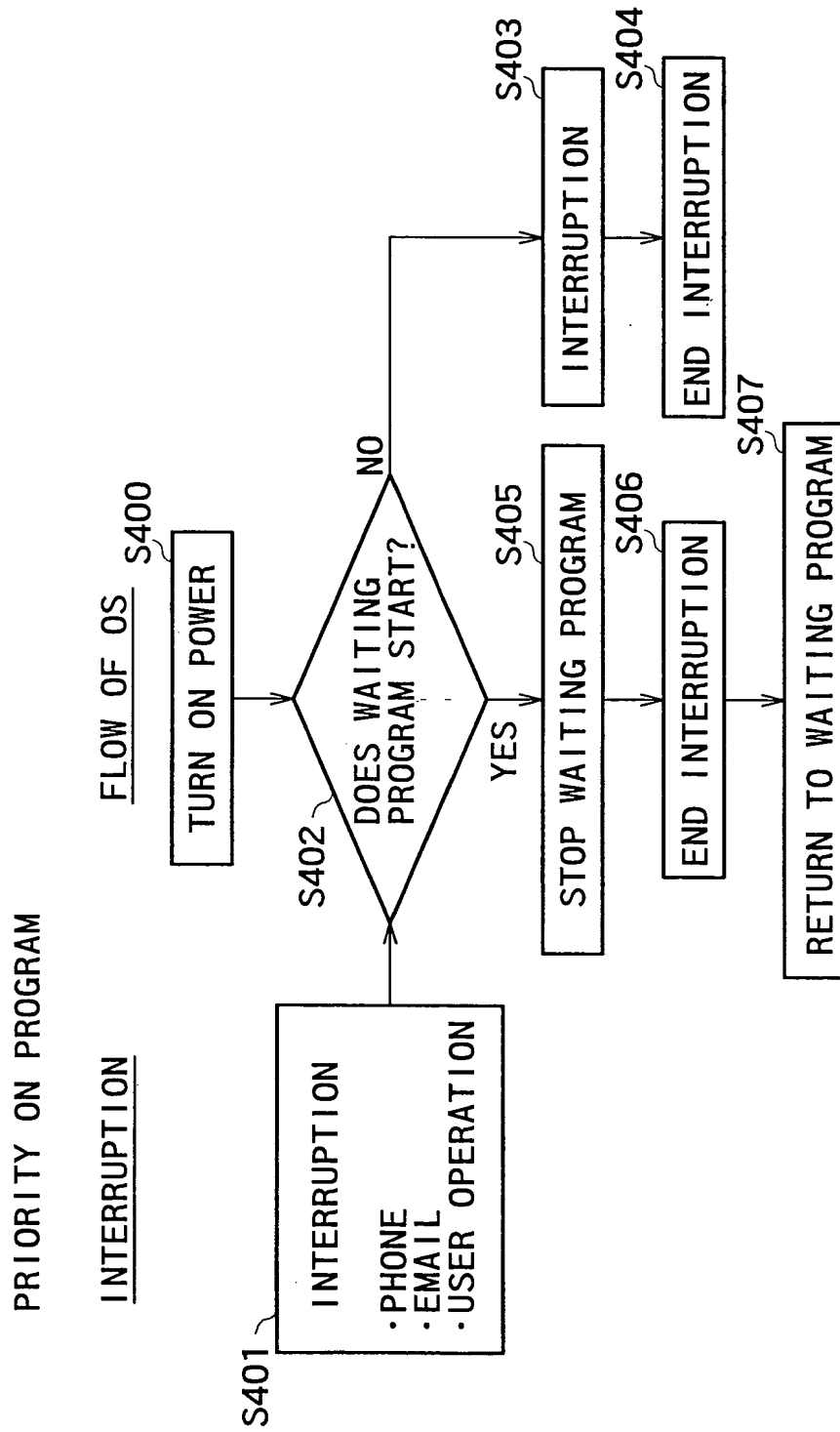


FIG. 4



# FIG. 5

## MEMBERSHIP PROCEDURE FOR NON-MEMBER

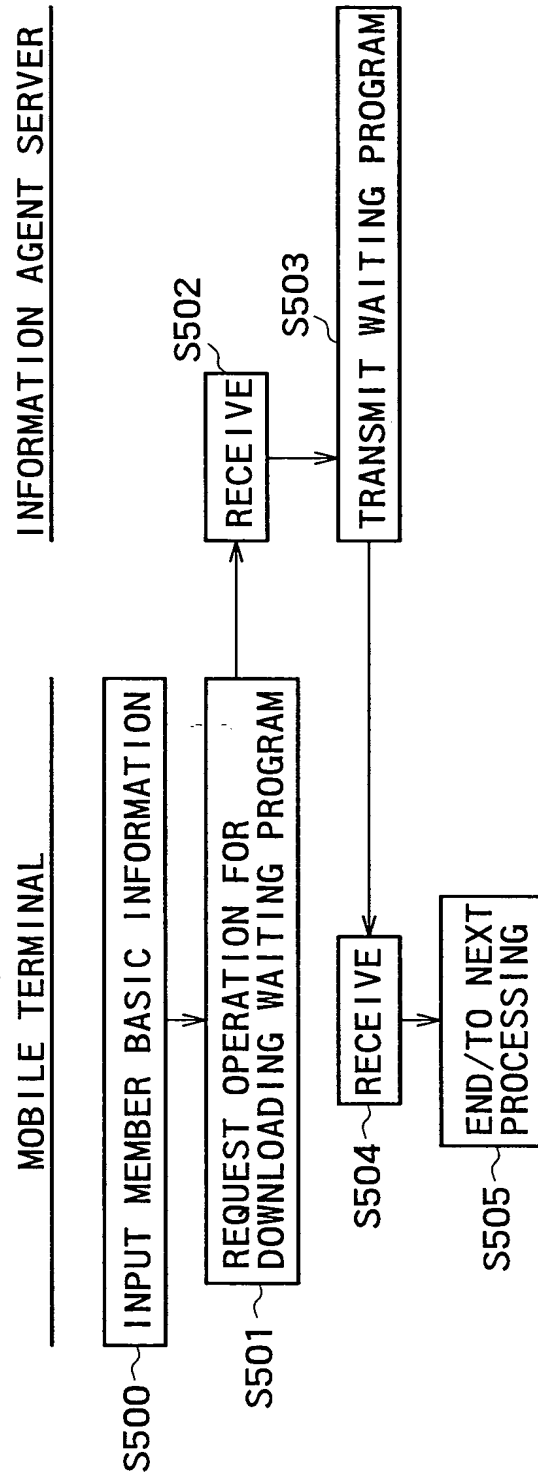
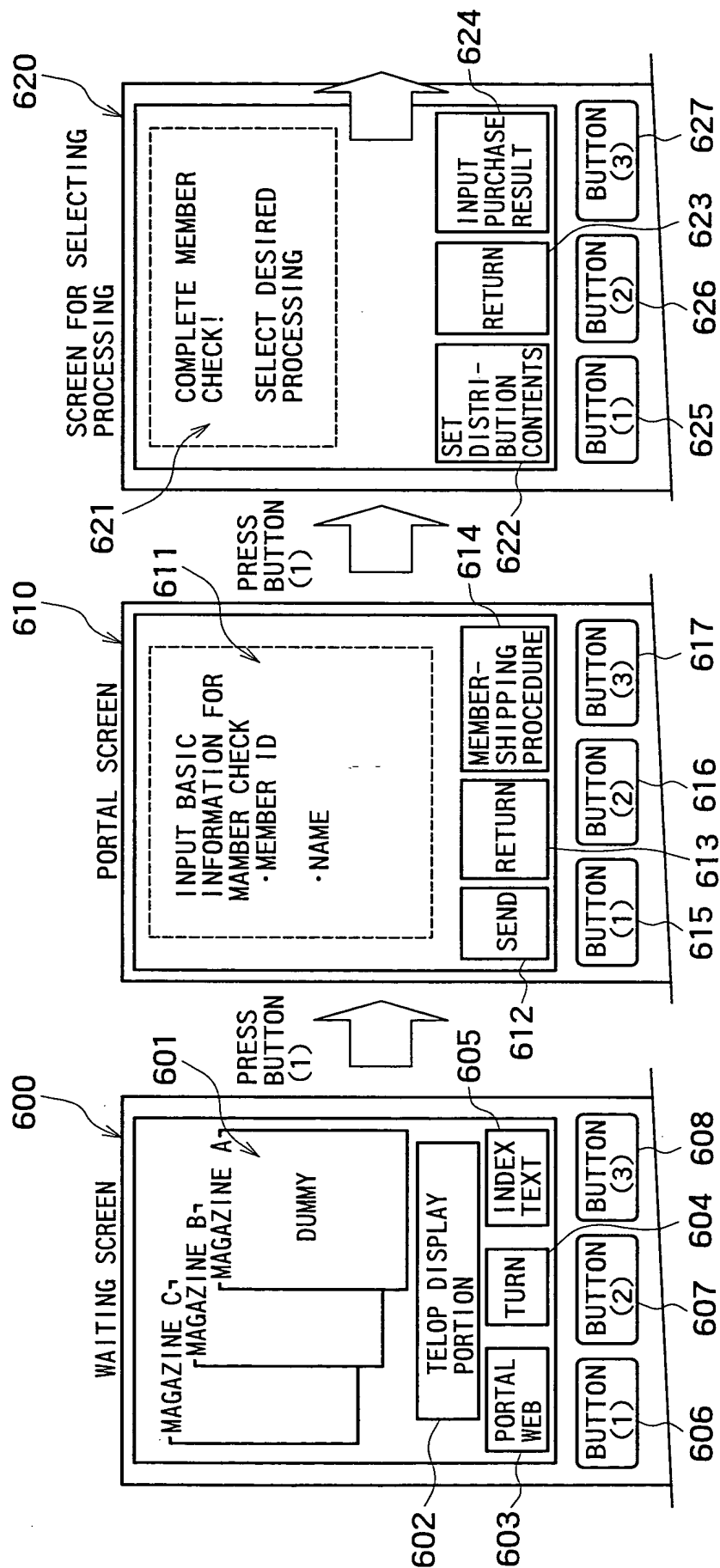
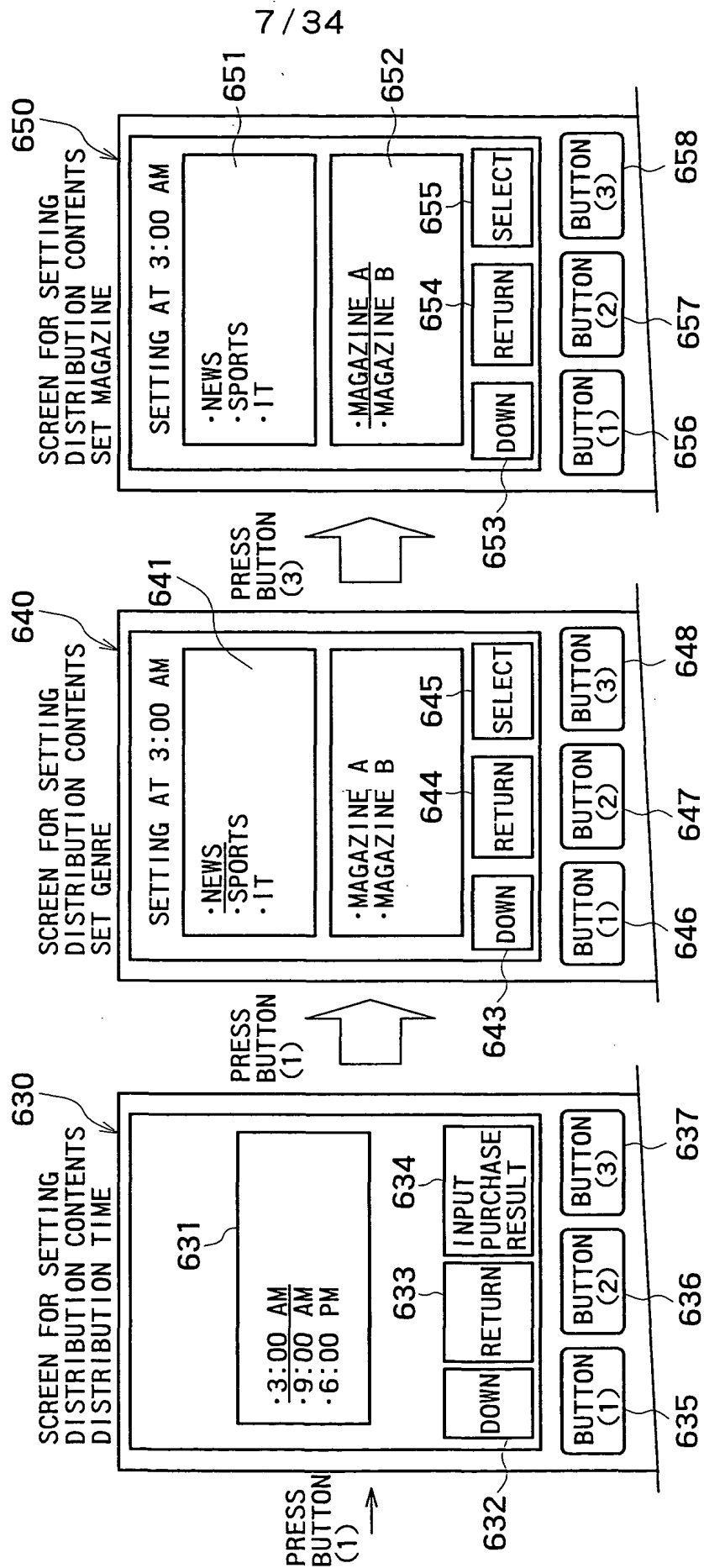


FIG. 6A



# FIG. 6B



# FIG. 7A

## MEMBER MANAGEMENT TABLE

ID	NAME	BIRTHDAY	SEX	YEAR, MONTH, DATE OF REGISTRATION	DISTRIBUTION CONTENTS	POINT
1	HANAKO OO	19400323	FEMALE	20030201	9:00 MAGAZINE..	25
2	TARO OO	19500506	MALE	20030402	3:00 ARTICLE..	105
3	JIRO OO	19680303	MALE	20030406	18:00 MAGAZINE..	78

## TABLE FOR GENRE OF DISTRIBUTION INFORMATION

ID	GENRE
1	NEWS
2	SPORTS
3	IT
4	BUSINESS
5	TRAVEL
6	HOUSING

710

# FIG. 7B



# FIG.7C

TABLE FOR MAGAZINE NAME  
PER LATEST GENRE

ID	NAME	GENRE
1	MAGAZINE A	1
2	MAGAZINE B	1
3	MAGAZINE C	2
4	MAGAZINE D	2
5	MAGAZINE E	3
6	MAGAZINE F	3
7	MAGAZINE G	4
8	MAGAZINE H	4
9	MAGAZINE I	5
10	MAGAZINE J	5
11	MAGAZINE K	6
12	MAGAZINE L	6

720

# FIG.7D

TABLE FOR DISTRIBUTION TIME

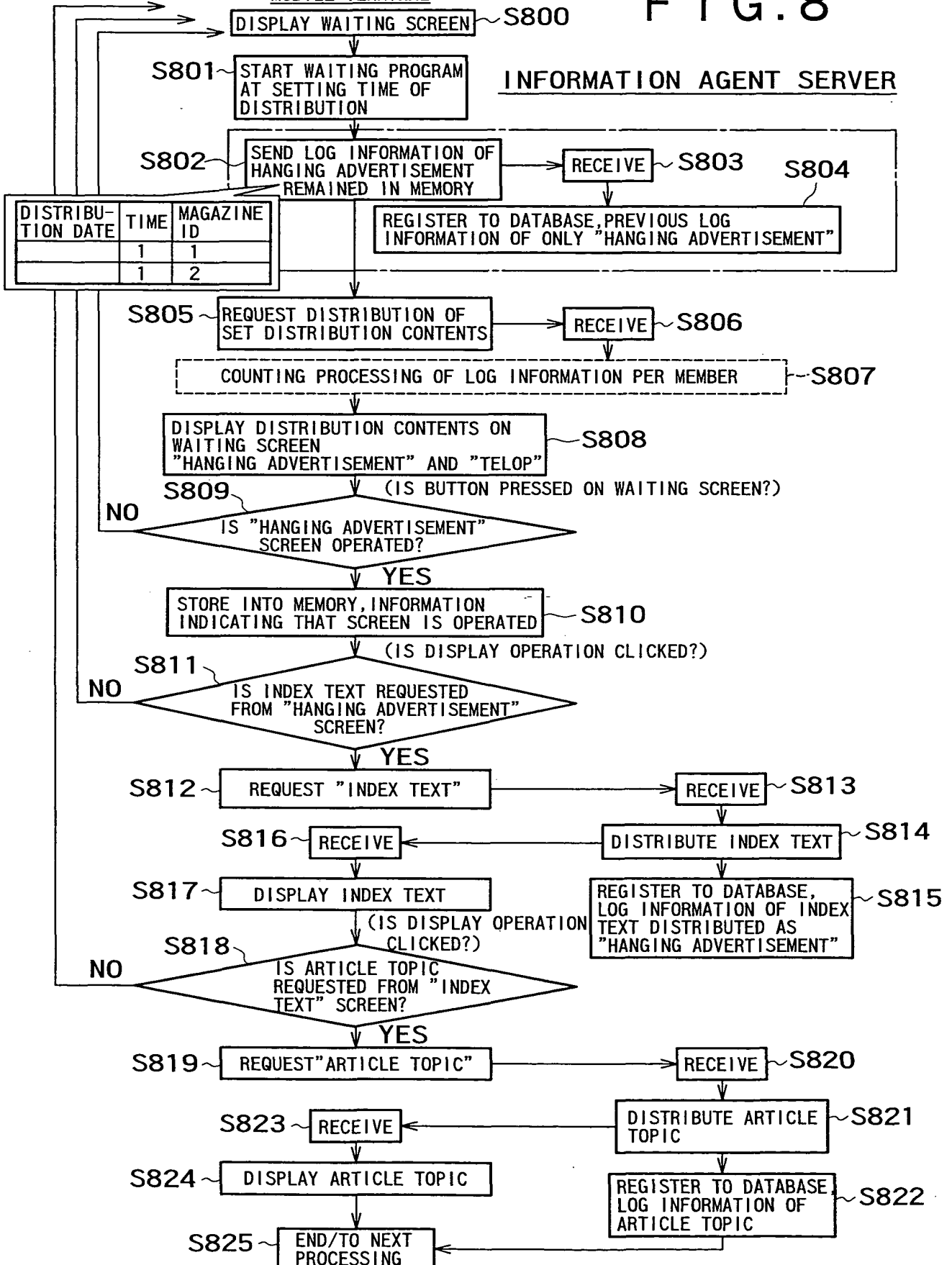
ID	DISTRIBUTION TIME
1	3:00 AM
2	9:00 AM
3	6:00 PM

730

DISTRIBUTION AND PROCESSING FOR  
LOG INFORMATION

MOBILE TERMINAL

INFORMATION AGENT SERVER



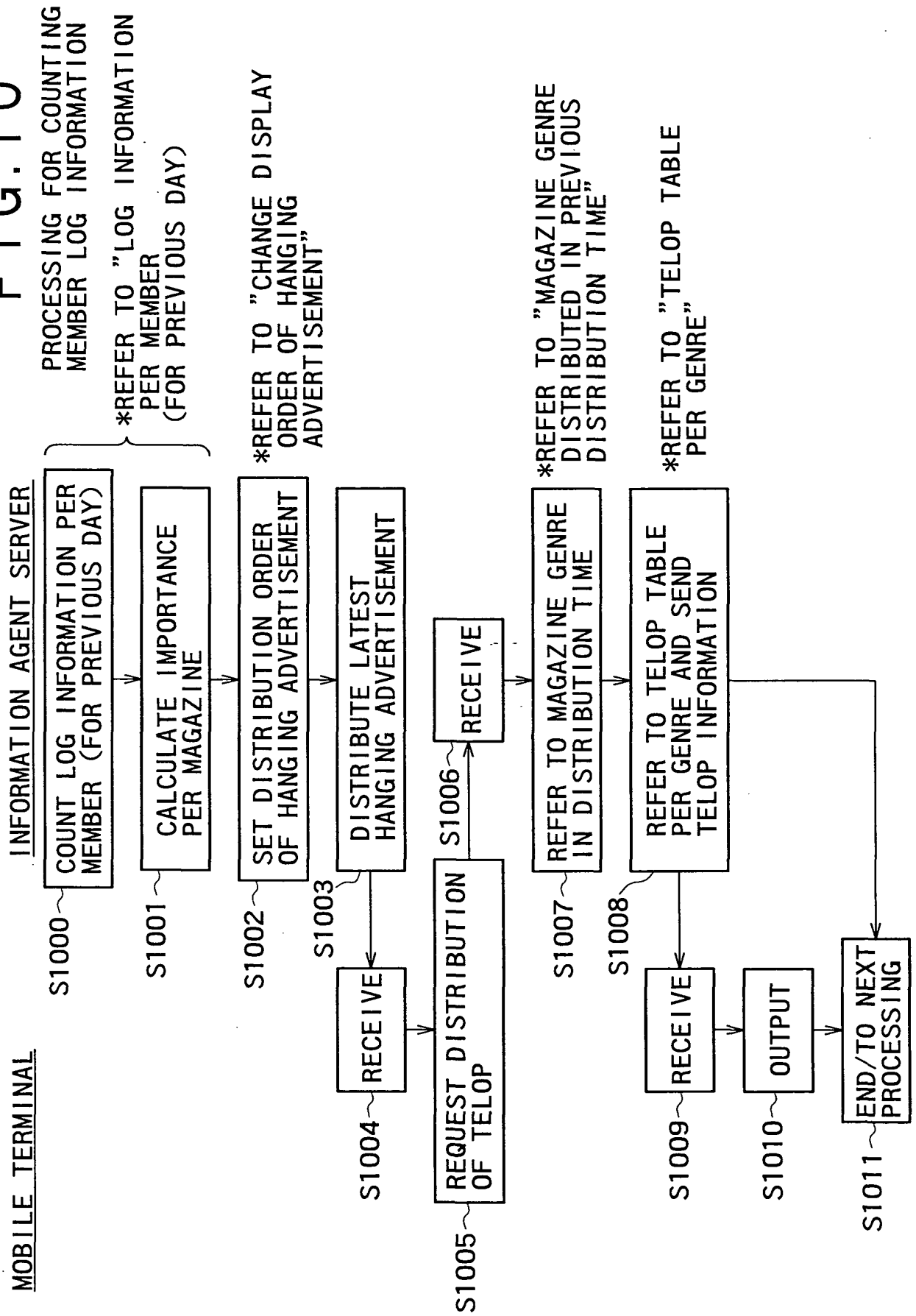
# FIG. 9

EXAMPLE OF REGISTERING LOG INFORMATION OF  
ONLY HANGING ADVERTISEMENT...DISTRIBUTION TIME 2

DISTRIBUTION DATE	TIME	MAGAZINE NAME	HANGING ADVERTISEMENT	INDEX TEXT	ARTICLE TOPIC
20030405	1	MAGAZINE A	1		
20030405	1	MAGAZINE B	1		

900

FIG. 10



# FIG. 11

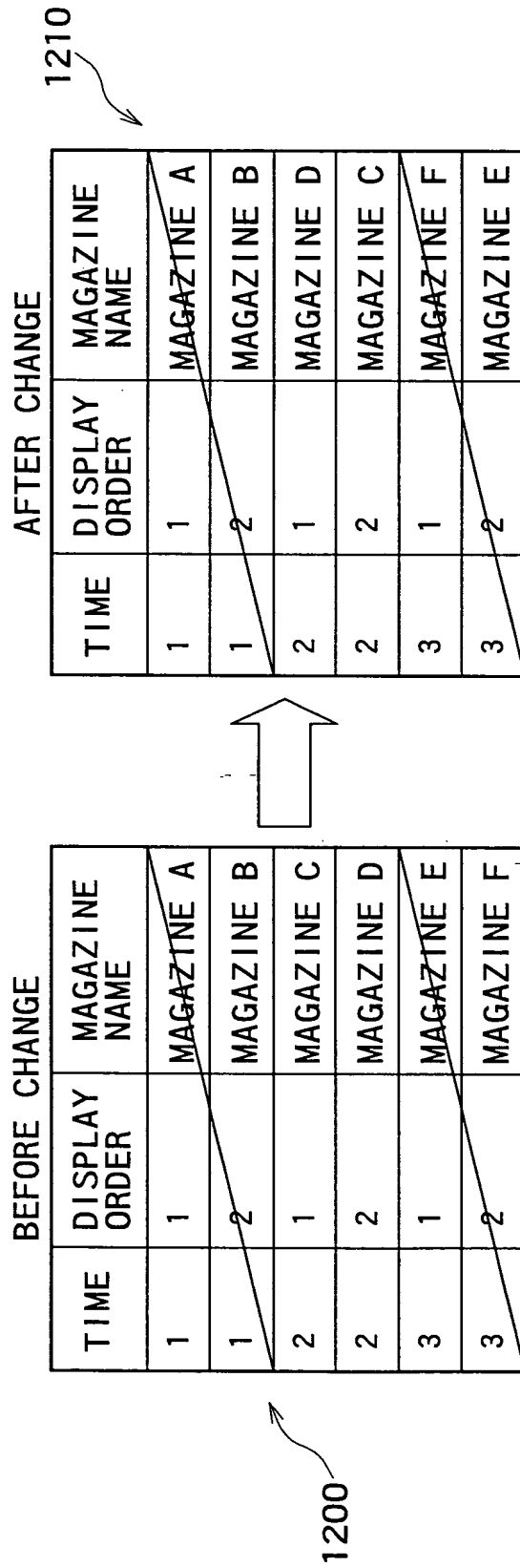
1100

LOG INFORMATION PER MEMBER (FOR PREVIOUS DAY)...DISTRIBUTION TIME 2

DISTRIBUTION DATE	TIME	MAGAZINE NAME	HANGING ADVERTISEMENT	INDEX TEXT	ARTICLE TOPIC	CALCULATE IMPORTANCE (TOTAL LOG NUMBERS) HANGING ADVERTISEMENT+ INDEX TEXT+ARTICLE TOPIC
20030405	1	MAGAZINE A	1			1
20030405	1	MAGAZINE B	1			1
20030405	2	MAGAZINE C	1	1		2
20030405	2	MAGAZINE D	1	1	1	3
20030405	3	MAGAZINE E	1	1		2
20030405	3	MAGAZINE F	1	1	1	3

# FIG. 12

CHANGE DISPLAY ORDER OF HANGING ADVERTISEMENT...DISTRIBUTION TIME 2



# FIG. 13

MAGAZINE GENRE DISTRIBUTED IN PREVIOUS DISTRIBUTION TIME  
(FOR PREVIOUS DAY)...DISTRIBUTION TIME 2

ID	DISTRI- BUTION TIME	NAME	GENRE
1	1	MAGAZINE A	1
3	1	MAGAZINE C	2
5	2	MAGAZINE E	3
7	2	MAGAZINE G	4
9	3	MAGAZINE I	5
11	3	MAGAZINE K	6

1300

## FIG. 14

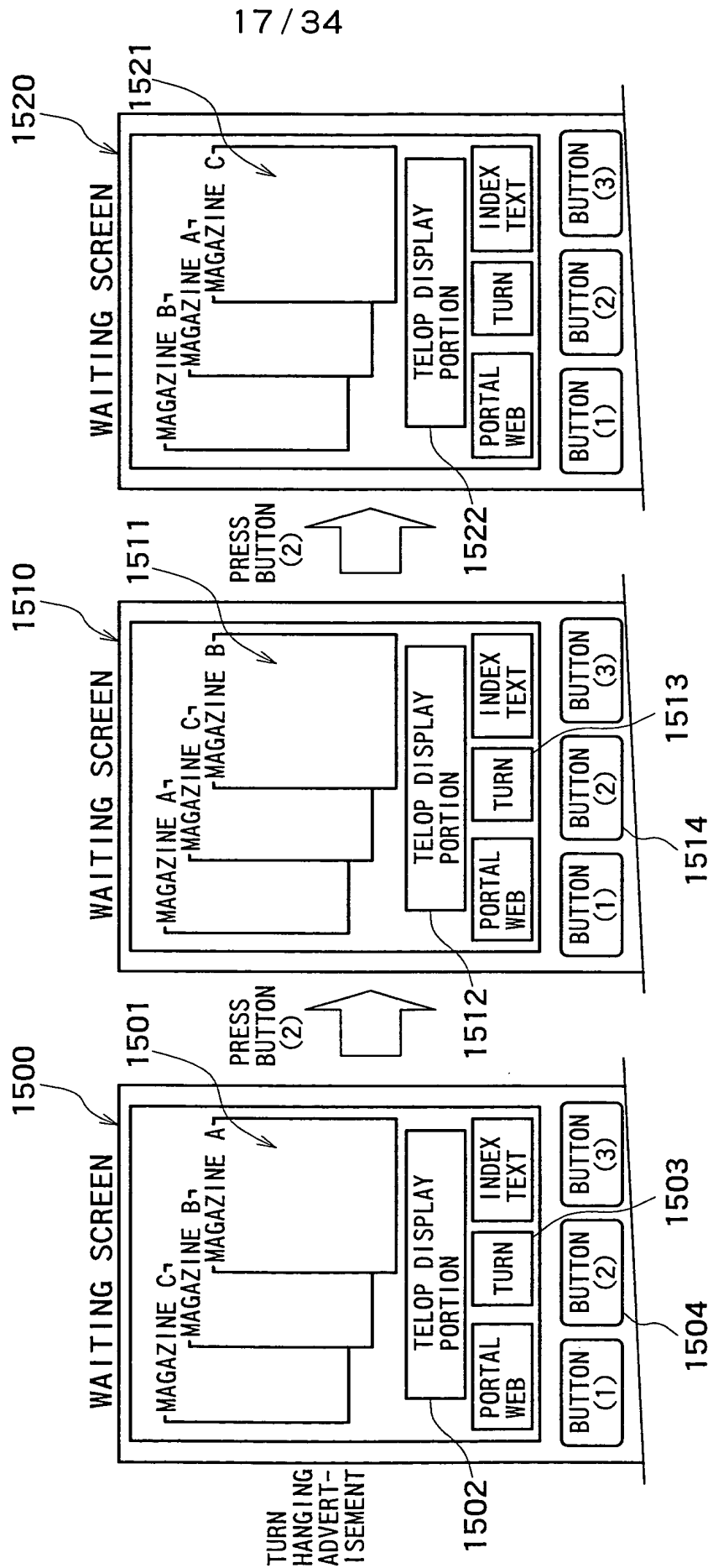
1400

TELOP TABLE PER GENRE...DISTRIBUTION TIME 2

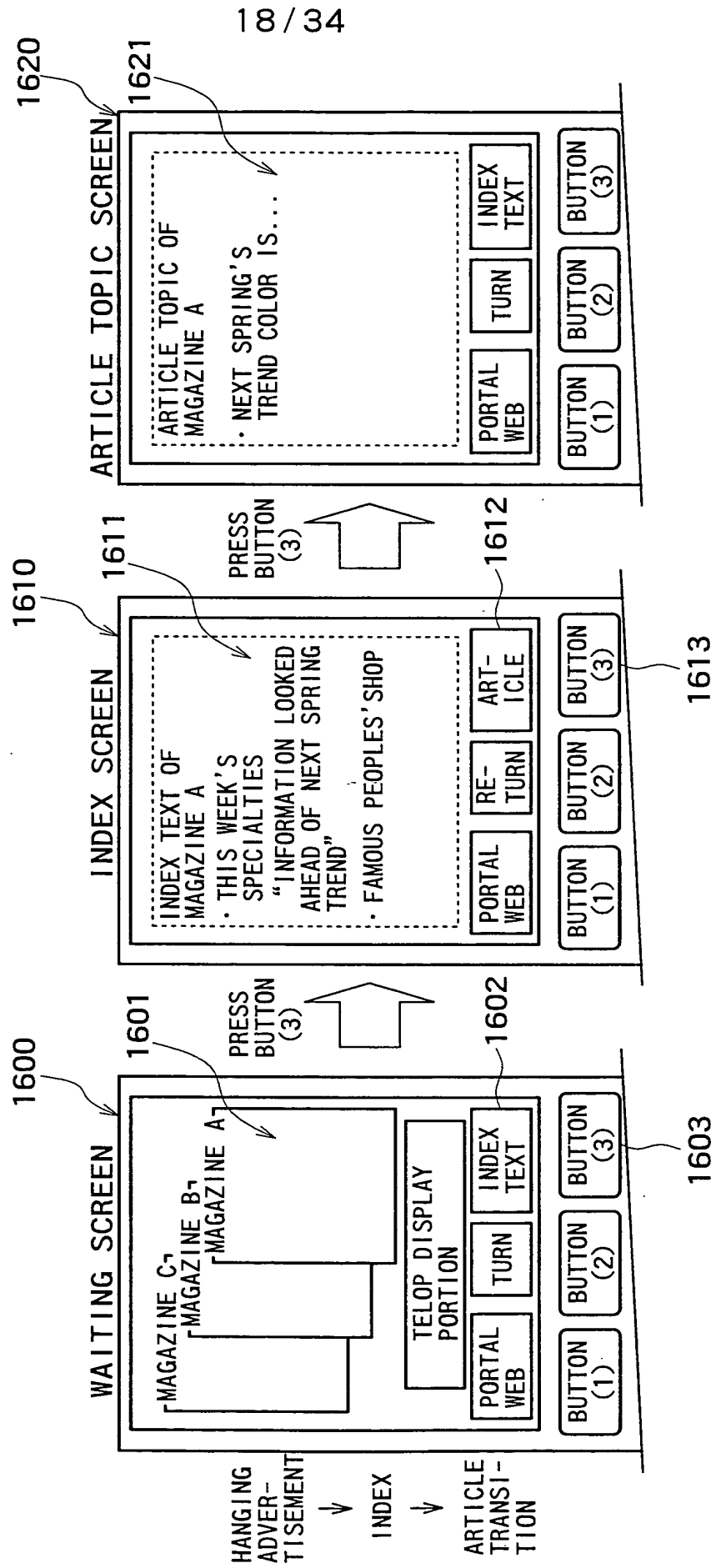
ID	UPDATING DATE	GENRE	TEXT
1	20030404	1	DELIBERATIONS OF DIET ON PUBLIC HIGHWAY CORPORATION STARTS ON 5TH, APRIL
2	20030404	3	IT EXPOSITION STARTS AT ○○ ON APRIL 5TH
3	20030404	4	CAMPAIGN: OFFER BONUS POINT IF YOU PURCHASE BUSINESS MAGAZINE "○○" AND REGISTER PURCHASE INFORMATION
4	20030404	5	



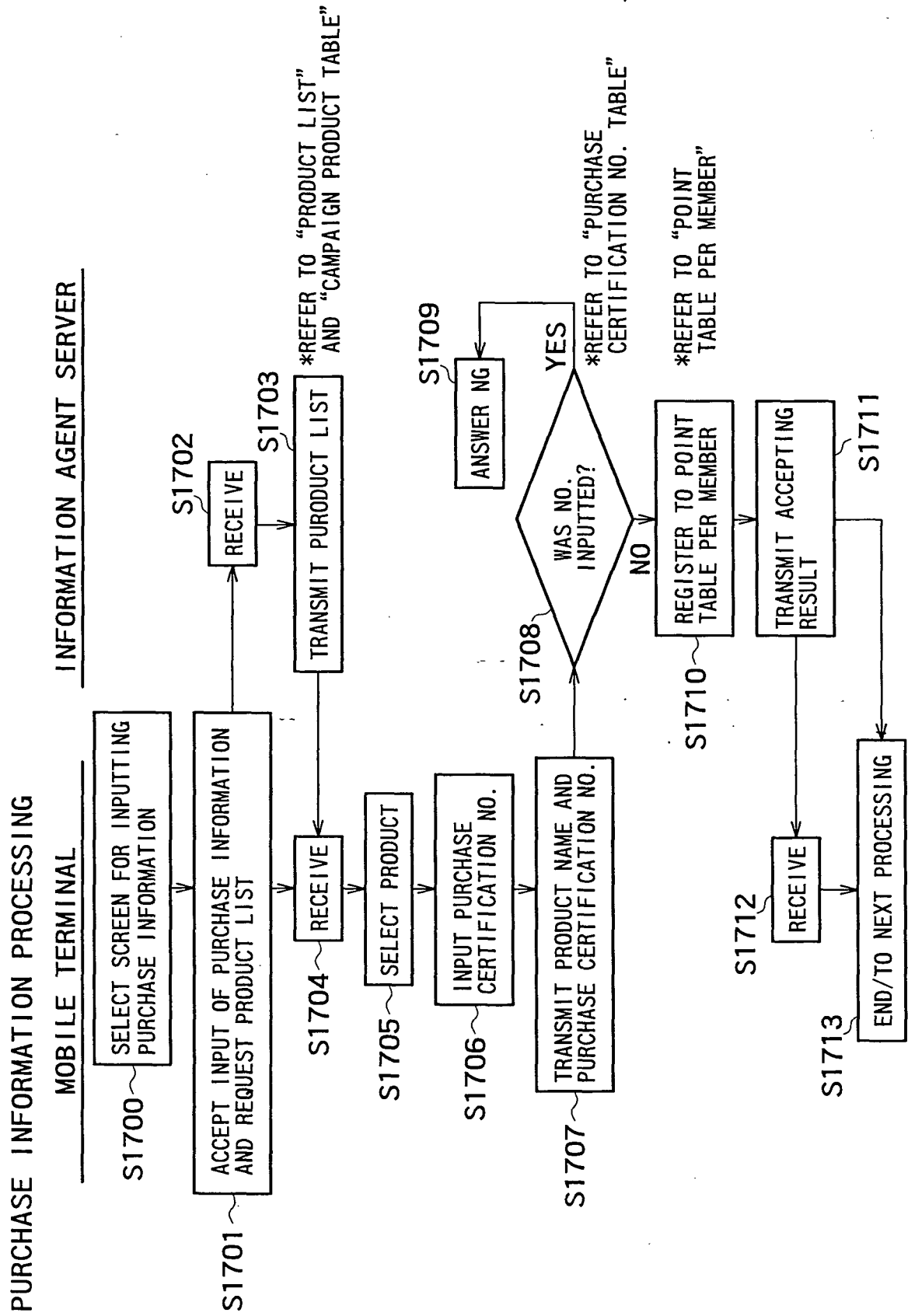
# FIG. 15



# FIG. 16



# FIG. 17



# FIG. 18

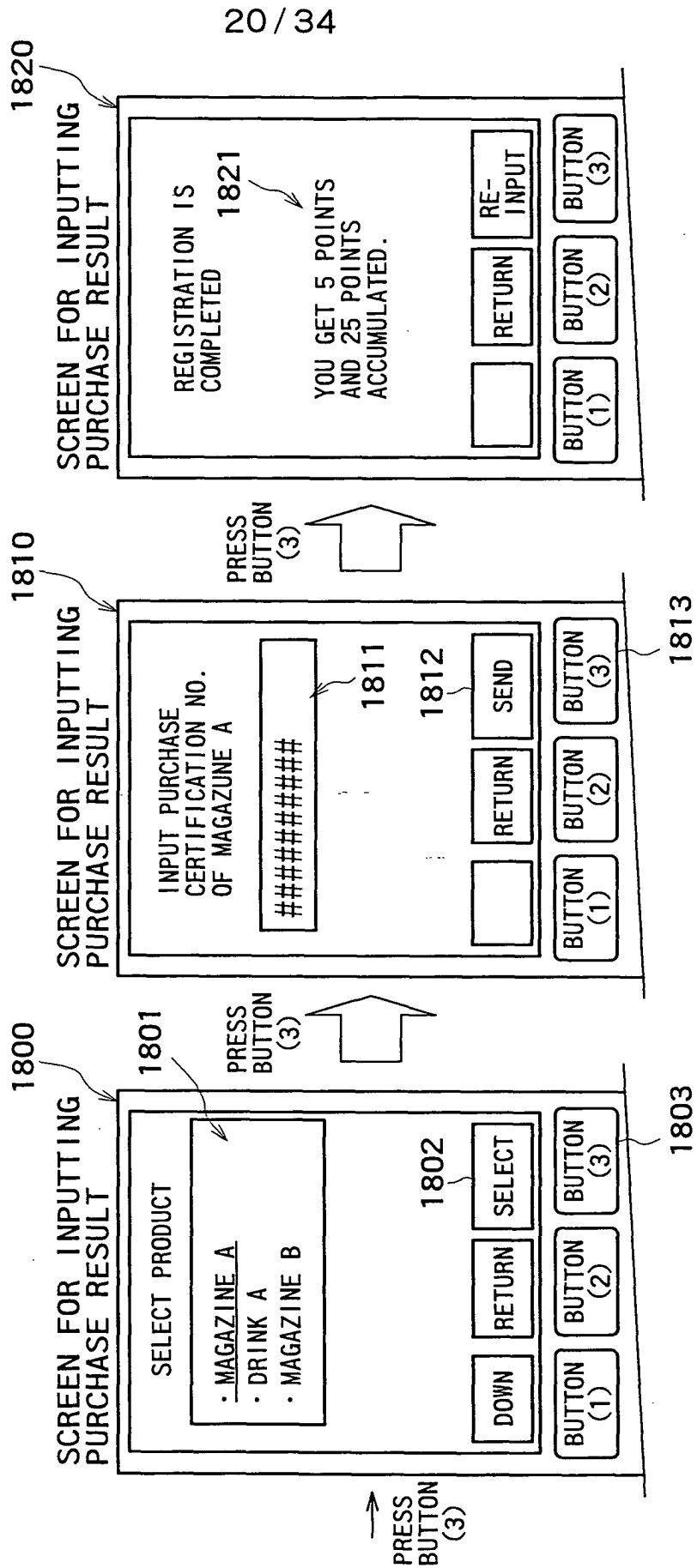


FIG. 19A

1900

CAMPAIGN PRODUCT TABLE

ID	START DATE	END DATE	PRODUCT NAME	CAMPAIGN POINT	ADVERTISER NAME
1	20030401	20030430	MAGAZINE A	5 POINT	PUBLISHER A
2	20030401	20030430	DRINK A	5 POINT	DRINK COMPANY A
3	20030401	20030430	MAGAZINE B	10 POINT	PUBLISHER B

FIG. 19B

1910

PRODUCT LIST TABLE

ID	PRODUCT NAME	CAMPAIGN POINT
1	MAGAZINE A	5 POINT
2	DRINK A	5 POINT
3	MAGAZINE B	10 POINT

FIG. 19C

1920

PURCHASE CERTIFICATION NO. TABLE									
ID	PRODUCT NAME	CAMPAIGN POINT	PURCHASE CERTIFICATION NO. (SET RANDOM NO. UNIQUE TO PRODUCT)						
1	MAGAZINE A	5 POINT	#####	#####	#####	#####	#####	#####	#####
2	DRINK A	5 POINT	#####	#####	#####	#####	#####	#####	#####
3	MAGAZINE B	10 POINT	#####	#####	#####	#####	#####	#####	#####

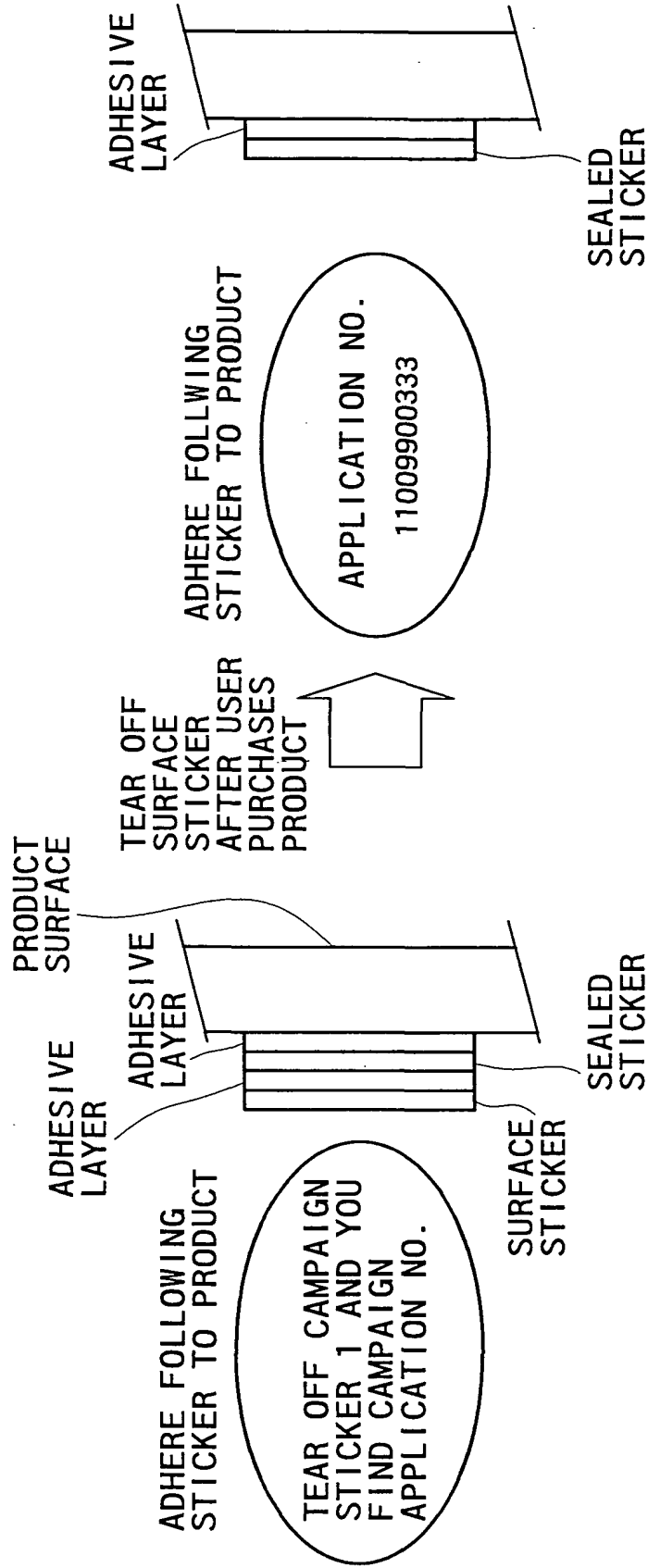
FIG. 19D

POINT TABLE PER MEMBER  
TO... 1930

ID	REGISTRATION DATE	PRODUCT NAME	ACQUIRED POINT	ACCUMULATED POINT
1	20030407	MAGAZINE A	5 POINT	5 POINT
2	20030408	DRINK A	5 POINT	10 POINT
3	20030414	MAGAZINE B	5 POINT	15 POINT

# FIG. 20

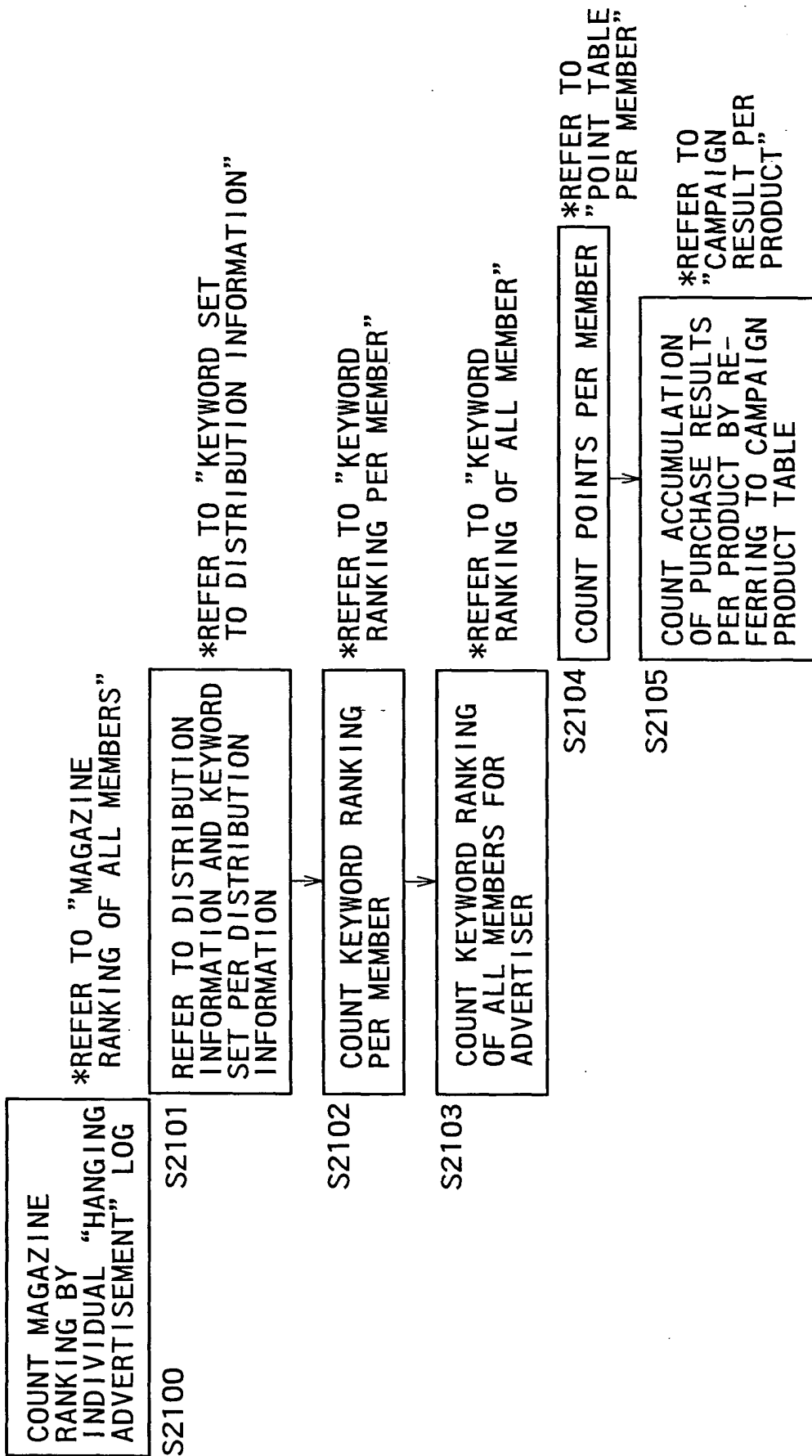
ACQUIRE PURCHASE CERTIFICATION NO. (STICKER SYSTEM)



# FIG. 21

COUNT INFORMATION FOR ADVERTISER

INFORMATION AGENT SERVER





# FIG. 22

MAGAZINE RANKING OF ALL MEMBERS (FOR ONE MONTH)

2200 ↗

DISTRIBUTION  
TIME: 3:00AM

RANK- ING	MAGAZINE NAME	NUMBER OF PEOPLE	NUMBER OF LOGS
1	MAGAZINE A	457	767
2	MAGAZINE B	381	438

SEX/  
AGE

FEMALE/20'S MAGAZINE NAME	NUMBER OF PEOPLE	NUMBER OF LOGS
1 MAGAZINE D	54	54
2 MAGAZINE G	35	40

DISTRIBUTION  
TIME: 9:00AM

RANK- ING	MAGAZINE NAME	NUMBER OF PEOPLE	NUMBER OF LOGS
1	MAGAZINE D	1657	3869
2	MAGAZINE F	1136	2891

SEX/  
AGE

FEMALE/20'S MAGAZINE NAME	NUMBER OF PEOPLE	NUMBER OF LOGS
1 MAGAZINE G	345	468
2 MAGAZINE M	229	335

DISTRIBUTION  
TIME: 6:00PM

RANK- ING	MAGAZINE NAME	NUMBER OF PEOPLE	NUMBER OF LOGS
1	MAGAZINE C	2416	2416
2	MAGAZINE B	2301	2306

SEX/  
AGE

FEMALE/20'S MAGAZINE NAME	NUMBER OF PEOPLE	NUMBER OF LOGS
1 MAGAZINE C	369	369
2 MAGAZINE G	338	338

FIG. 23

2300

ID	UPDATING DATE	NAME	FILE NAME OF HANGING ADVERTISEMENT IMAGE	FILE NAME OF INDEX TEXT	FILE NAME OF ARTICLE TOPIC	GENRE	KEY WORD 1	KEY WORD 2	KEY WORD 3
1	20030404	MAGAZINE A	20030404 _MZ_A1. png	20030404_M Z_A2.text	20030404_M Z_A3.text	1	ABDUCTION	PUBLIC HIGHWAY CORPORATION	CORRUPTION
3	20030404	MAGAZINE C	20030404 _MZ_C1. png	20030404_M Z_C2.text	20030404_M Z_C3.text	2	GIANT	TRADE	BASEBALL
5	20030404	MAGAZINE E	20030404 _MZ_E1. png	20030404_M Z_E2.text	20030404_M Z_E3.text	3	MOBILE PHONE	PC	SEMI - CONDUCTOR
7	20030404	MAGAZINE G	20030404 _MZ_G1. png	20030404_M Z_G2.text	20030404_M Z_G3.text	4	MERGER	BANKRUPTCY	STOCK PRICE
9	20030404	MAGAZINE I	20030404 _MZ_I1. png	20030404_M Z_I2.text	20030404_M Z_I3.text	5	TRAVEL	NEW YEAR	HAWAII
11	20030404	MAGAZINE K	20030404 _MZ_K1. png	20030404_M Z_K2.text	20030404_M Z_K3.text	6	OWNED HOUSE	APARTMENT HOUSE	KANAGAWA

# FIG. 24

2400

INDIVIDUAL KEYWORD RANKING (FOR ONE MONTH)

TO...  
DISTRIBUTION TIME: 3:00AM

RANKING	KEYWORD	NUMBER OF LOG
1	ABDUCTION	12
2	DIET	10
3	GOVERNMENT	7

TO...  
DISTRIBUTION TIME: 9:00AM

RANKING	KEYWORD	NUMBER OF LOG
1	MOBILE PHONE	25
2	COMMUNICATION	20
3	RADIO	15

TO...  
DISTRIBUTION TIME: 6:00PM

RANKING	KEYWORD	NUMBER OF LOG
1	HOUSING	12
2	HAWAII	10
3	WATCH	6

# FIG. 25

## KEYWORD RANKING OF ALL MEMBERS (FOR ONE MONTH)

2500

DISTRIBUTION  
TIME: 3:00AM

RANK- ING	KEYWORD	NUMBER OF PEOPLE	NUMBER OF LOGS
1	ABDUCTION	235	315
2	DIET	100	105
3	GOVERNMENT	35	35

DISTRIBUTION  
TIME: 9:00AM

RANK- ING	KEYWORD	NUMBER OF PEOPLE	NUMBER OF LOGS
1	MOBILE PHONE	755	777
2	COMMUNICATION	554	605
3	RADIO	155	201

DISTRIBUTION  
TIME: 6:00PM

RANK- ING	KEYWORD	NUMBER OF PEOPLE	NUMBER OF LOGS
1	HOUSING	1011	1781
2	HAWAII	777	785
3	WATCH	351	487

28/34

SEX/  
AGE

FEMALE/30'S KEYWORD	NUMBER OF PEOPLE	NUMBER OF LOGS
1 QUALIFI- CATION	55	66
2 INTERIOR	37	40
3 MARRIAGE	18	31

SEX/  
AGE

MALE/30'S KEYWORD	NUMBER OF PEOPLE	NUMBER OF LOGS
1 DIET	251	300
2 ERP	220	280
3 MAJOR LEAGUE	190	201

SEX/  
AGE

MALE/50'S KEYWORD	NUMBER OF PEOPLE	NUMBER OF LOGS
1 HOUSING	349	501
2 MANAGEMENT	332	451
3 ABDUCTION	158	301

# FIG. 26

## CAMPAIGN RESULT PER PRODUCT

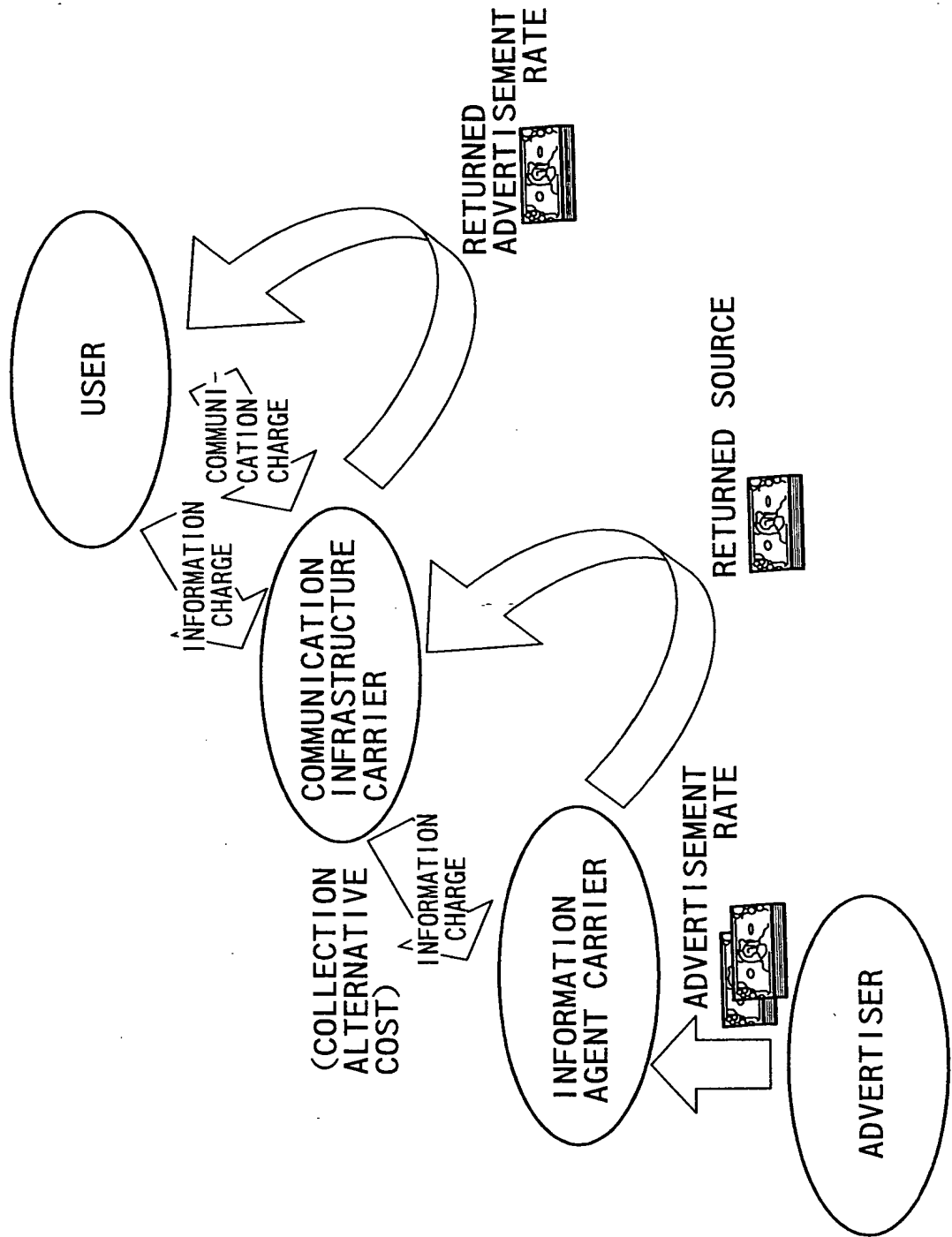
ID	START DATE	END DATE	PRODUCT NAME	ADVERTISER NAME	NUMBER OF PURCHASING AND REGISTERING PEOPLE	NUMBER OF PURCHASE PRODUCTS
1	20030401	20030430	MAGAZINE A	PUBLISHER A	3451	3451
2	20030401	20030430	DRINK A	DRINK COMPANY A	23568	23580
3	20030401	20030430	MAGAZINE B	PUBLISHER B	1108	1108

SEX/  
AGE

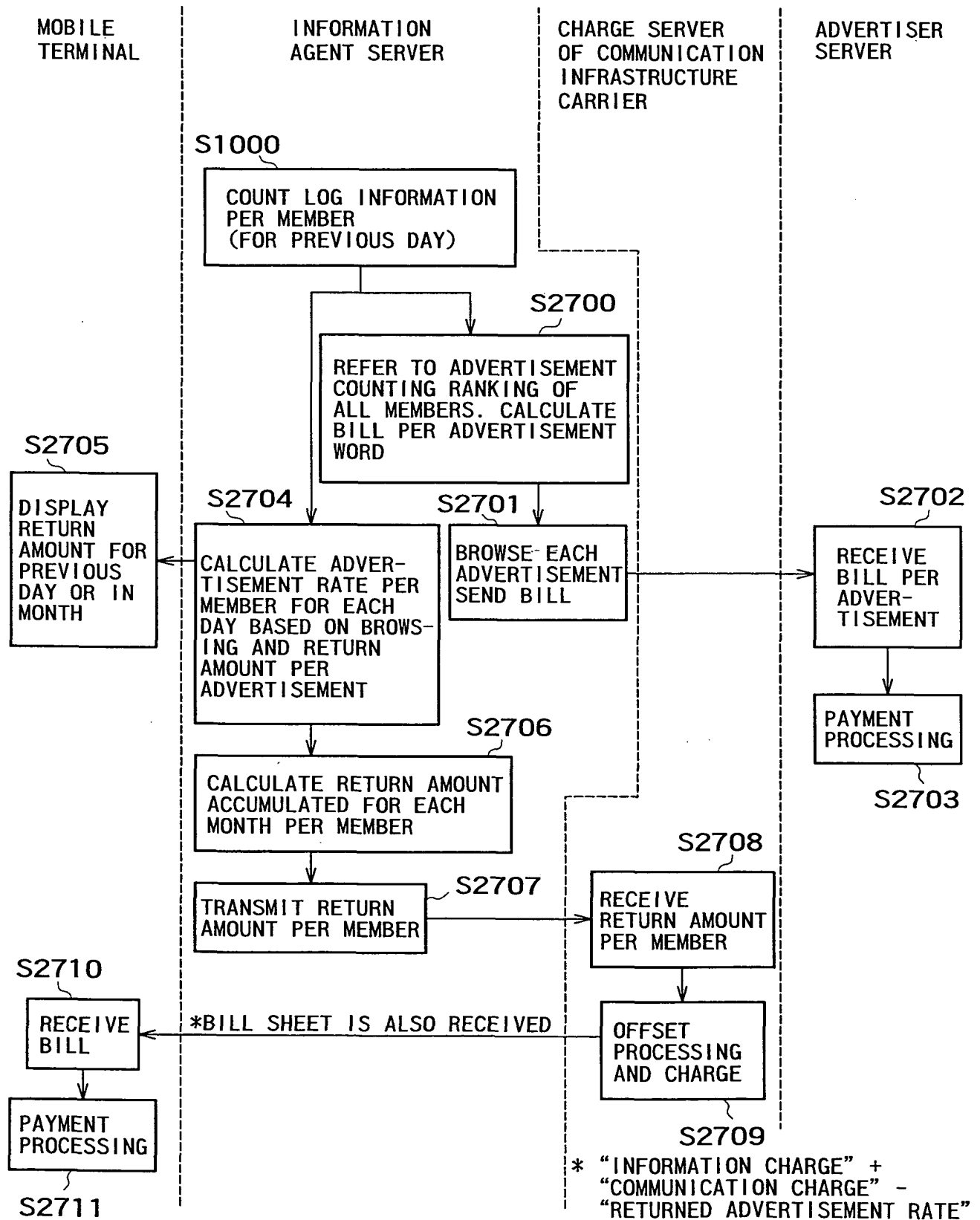
MALE 20'S						
ID	START DATE	END DATE	PRODUCT NAME	ADVERTISER NAME	NUMBER OF PURCHASING AND REGISTERING PEOPLE	NUMBER OF PURCHASE PRODUCTS
1	20030401	20030430	MAGAZINE A	PUBLISHER A	5	5
2	20030401	20030430	DRINK A	DRINK COMPANY A	5645	5645
3	20030401	20030430	MAGAZINE B	PUBLISHER B	878	878

2600

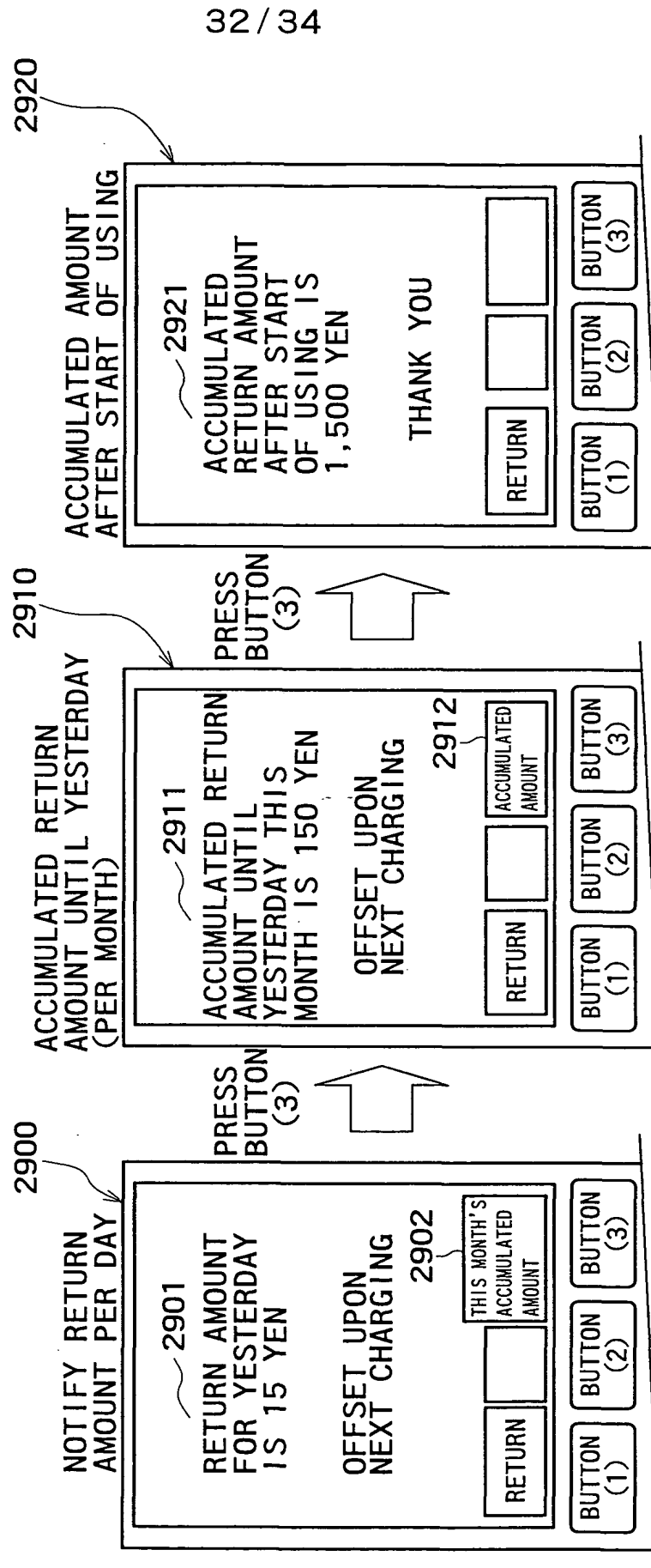
FIG. 27



## FIG. 28

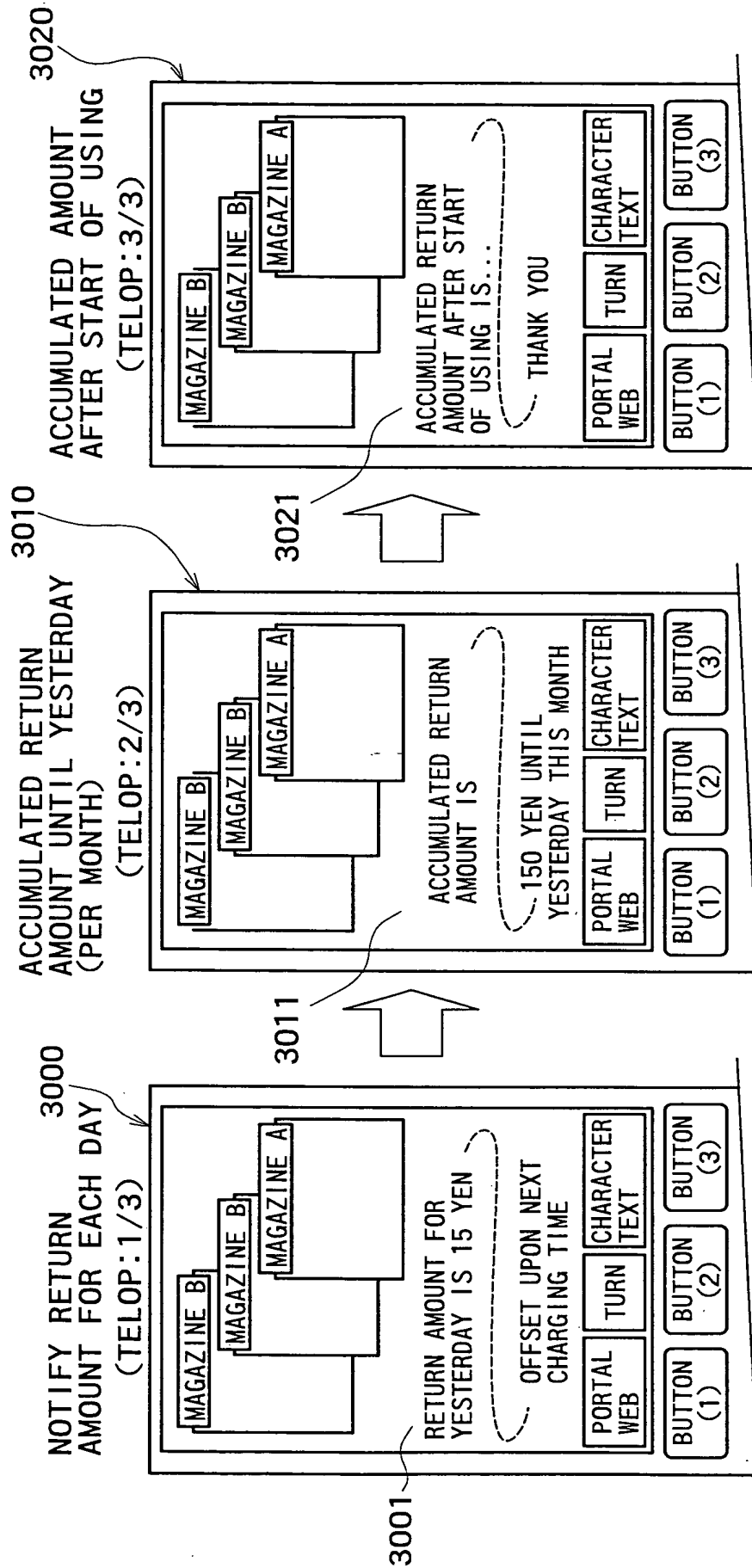


# FIG. 29





# FIG. 30



# FIG. 31

TABLE FOR CHARGE AMOUNT  
PER ADVERTISEMENT

ID	NAME	HANGING ADVER- TISEMENT	INDEX	ARTICLE
1	MAGAZINE A	¥6	¥6	¥6
2	MAGAZINE B	¥6	¥3	¥3
3	MAGAZINE C	¥3	¥3	¥3
4	MAGAZINE D	¥3	¥6	¥9
5	MAGAZINE E	¥3	¥3	¥6

RESULT OF CALCULATING  
CHARGE AMOUNT PER ADVERTISEMENT

DISTRIBU- TION DATE	NAME	HANGING ADVER- TISEMENT	INDEX	ARTICLE	CHARGE AMOUNT
20030403	MAGAZINE A	767	457	326	¥9,300
20030403	MAGAZINE B	3,869	2,891	1,657	¥36,858
20030403	MAGAZINE C	5,963	4,649	3,215	¥41,481
20030403	MAGAZINE D	9,048	5,483	3,572	¥92,190
20030403	MAGAZINE E	2,525	1,394	808	¥16,605

COEFFICIENT FOR CALCULATING  
RETURN AMOUNT PER ADVERTISEMENT

ID	NAME	HANGING ADVER- TISEMENT	INDEX	ARTICLE
1	MAGAZINE A	33%	33%	33%
2	MAGAZINE B	33%	33%	33%
3	MAGAZINE C	33%	33%	33%
4	MAGAZINE D	33%	33%	33%
5	MAGAZINE E	33%	33%	33%

RESULT OF CALCULATING  
INDIVIDUAL RETURN AMOUNT

DISTRIBU- TION DATE	NAME	HANGING ADVER- TISEMENT	INDEX	ARTICLE	RETURN AMOUNT
20030403	MAGAZINE A	1	1	1	¥6
20030403	MAGAZINE B	1	1		¥3
20030403	MAGAZINE C	1			¥1
20030403	MAGAZINE D	1	1	1	¥6
20030403	MAGAZINE E	1	1		¥4

TABLE FOR RETURN AMOUNT  
PER ADVERTISEMENT

ID	NAME	HANGING ADVER- TISEMENT	INDEX	ARTICLE
1	MAGAZINE A	¥2	¥2	¥2
2	MAGAZINE B	¥2	¥1	¥1
3	MAGAZINE C	¥1	¥1	¥1
4	MAGAZINE D	¥1	¥2	¥3
5	MAGAZINE E	¥1	¥1	¥2

TABLE FOR INDIVIDUAL RETURN AMOUNT

ID	NAME	RETURN IN APRIL	RETURN IN MAY	ACCUMULATED AMOUNT
1	MAIKO KOIZUMI	¥321	¥456	¥777
2	KOICHI TANAKA	¥123	¥388	¥511
3	SHINICHI MIYAMOTO	¥498	¥750	¥1,248
4	ICHIRO NOMO	¥78	¥222	¥300
5	YUKIE AMURO	¥1,234	¥5,555	¥6,789

AUTOMA-  
TICALLY  
GENERATE